

## AMENDMENTS TO THE SPECIFICATION

**Amend the paragraph beginning at page 11, line 1 to read as follows:**

CPU 240 executes program code stored in one or more of RAM 220, ROM 230 and storage device 250 to carry out the functions and acts described in connection with central controller 110. CPU 240 preferably comprises at least one high-speed digital data processor adequate to execute program modules for, among other things, executing requests for web site update schedules made by consumers 134, for executing update schedule changes made by web sites 124 and for executing maintenance of the update schedules database 270. These modules are described in connection with FIGS. 6-10. CPU 240 interacts with RAM 220, ROM 230 and storage device 250 to execute stored program code according to conventional data processing techniques.

**Amend the paragraph beginning at page 13, line 9 to read as follows:**

The interests database 280 contains information relating to the interest categories under which the consumers 134 and web sites 124 may fall. This database may contain advertisements, promotions or web site recommendations that are targeted for, and are to be transmitted to, the consumer 134 based on the interest categories that said consumer falls under. Samples of the respective fields contained in databases 260, 270 and 280 are shown and described in connection with FIGS. 3-5.

**Amend the paragraph beginning at page 35, line 3 to read as follows:**

Once the consumer has completed searching for the update ~~[[schedule's]]~~ schedules of individual sites, the consumer may then visit, through a link, for example, any of the web sites whose schedules have been displayed to them (step 685). Additionally, the consumer may also visit one of the advertisements, promotions or recommended sites that ~~was~~ were displayed to them.

**Amend the paragraph beginning at page 46, line 19 to read as follows:**

When completed, or if there were no advertisements or promotions, the controller 110 then accesses the time of the site's 124 last update and ~~store~~ stores it in the last update field 460 (step 940) and the time of the site's 124 next scheduled update and stores it in the next scheduled update 470 field (step 950). The controller 110 then accesses the interests that the site 124 categorizes itself as falling under and these will be added to the interests categories 490 field (step 960). These interests are then added to the interests categories 510 of the interests database 280, if not already entered, and the site 124 is added to the web sites to recommend 530 for each of those corresponding interest categories 510 that the site 124 falls under in the interests database (step 980).